

Fresh News For The Last Half Of January

The Tide Is Turning

- there are evidences that the tide of prosperity is about to flow towards us.
- merchants whose stocks have become depleted are looking to the mills and the jobbers for new stocks.
- railroad officials report that buyers are hurrying eastward; that freight shipments are beginning to move.
- mills are beginning to operate — labor is being put back to work — products of farms are in greater demand.
- in Ogden there is a promise of renewed building activity; there is an increasing demand for real estate.
- renewed demand has stiffened the prices of cotton and of silks — in some lines present prices are being withdrawn.
- all's well in these good old United States; only the chronic pessimists continue to be blue.

Wright's
A GOOD PLACE TO TRADE

Cottons Are Cheaper

The prices of cottons are cheaper because we have made them so. In many of these lines prices already show signs of strengthening.

Crystal Cambric

35c crystal cambric muslin, with soft nainsook finish, for camisoles, undershirts, etc.
36 inches wide. Yard. 25c

Unbleached Muslin

LL unbleached muslin for house lining, dish towels and general sewing. 36 inch wide. Yard. 15c

Pride of Dixie

Pride of Dixie and John Brown fl. sheeting for embroidered house aprons, dresses, etc. Fine quality, good weight. Yard. 19c

Muslin Sheets

Belvedere and Mohawk sheets, size 81x96, good medium weight. The kind that wear and stand the laundry. \$3.50 values. \$1.45

Pequot Sheets

Pequot and Utica sheets, extra large size, 81x99, heavy weight. The kind that wear and stand the laundry. \$3.50 values. \$1.95

Fancy Towels

\$1 Vaney Turkish towels with fancy colored border; made of fine mercerized cotton. Special, each. 65c

Devonshire Cloth

55c Devonshire cloth, guaranteed fast colors, for house dresses, waists, shirts, etc. 32 inches wide. Yard. 35c

Dress Gingham

50c dress gingham, all the good brands, in plaids, checks and stripes. Yard. 25c

Pillow Tubing

Cabot and Androscoogin pillow tubing in 42-inch and 45-inch. Regular 75c value. good weight. Yard. 45c

Wide Sheetings

9-4 Wearwell or Mohawk sheeting, good weight without starch or filling. Bleached or unbleached. Yard. 59c

Bath Robe Flannel

Beacon bath robe flannel, or eiderdown in large assortment; Navajo Indian designs, etc. Regular 95c value. Yard. 68c

Royal Bath Flannel

Royal bath robe flannel in large assortment, heavy weight. Regular 75c value. Yard. 58c

Wool Batts

\$2 wool batts in cartons, good large size, enough for a quilt or comforter; all in one piece. simply unroll. \$2.25

Wool Batts

\$2.75 wool batts in cartons, large size for quilts and comforters, criss-cross carded, good quality. \$2.75

Pure Wool Batts

\$4.25 wool batts, guaranteed pure fleece wool, extra fine, criss-cross carded. \$3.25

Pillow Cases

Oneida pillow cases, extra heavy weight, with deep plain hem; free from filling of all kinds. Size 45x36. Each. 45c

Utica Pillow Cases

55c Utica or Mohawk pillow cases, with deep plain hem. Some of the best known brands. The kind that stand the laundry. Each. 50c

Handkerchiefs 35c a Dozen

A hundred dozen more of those handkerchiefs used in our Christmas decorations. Sturdy, hemstitched on good cambric. Just the thing for the school kiddies. Sold only in dozens. 12 for 35c

For Lame Feet

If your feet hurt, have a talk with our orthopedic expert. Chances are that a properly fitted pair of arch supports will give you comfort.

Messaline and Pongee

Rich, all silk messaline in the wanted shades of brown, navy, wine, peacock and black. \$3 value. \$1.50
Another great shipment of that good, all silk, Japanese pongee. Sold formerly at \$2. Now, yard. \$1

Special For Monday Women's Coats \$29.75

Tomorrow we shall offer to a limited number of women, an opportunity to buy a very handsome coat at one-third of the former value. A coat that will not only give a lot of pleasure and service during the remainder of this year, but one that will be in very good style for next season.

And this price is much under the prices that will prevail for similar values next season, for these are the very coats that have been selling up to \$89.50. Plush coats with handsome collars of racoon, Australian opossum, sable dyed coney. Cloth coats with luxurious fur collars and collars of self materials. Come for a look tomorrow. \$29.75.

Downstairs For Shoes

The daily crowds in this great downstairs shoe store proves that customers like the way in which we have so courageously lowered all prices. A few items are mentioned.

Women's Fine Shoes

Women's Louis heel shoes in gray, brown, black and combination shoes; button and lace. Samples included. Special. \$3.95

Women's Pumps

Women's black patent leather Louis heel party pumps. All new stock; all sizes. Our \$7.65 values. Special. \$2.95

Women's Ties

Women's black kid Louis and military heel one eyelet ties; all sizes and widths. \$5.50 values at. \$3.95

Women's Fine Shoes

Women's brown Louis heel high top kid shoes. Our \$12 line; all sizes and widths. Special. \$5.95

Infants' Shoes

One table infants' shoes in black kid and patent leather, good sturdy oak sole; in sizes 2 to 8. Values to \$2.95. Special. \$1.95

Basketball Shoes

Boys' and men's basketball shoes in white with good heavy sole; sizes 2 1/2 to 6, \$2.25; 6 1/2 to 10. \$2.70

Infants' Shoes

Infants' shoes with champagne, brown and black tops with patent vamp; in sizes 2 to 8. Values to \$4.50. Special. \$2.95

Men's Dress Shoes

Men's shoes with English toe, in brown calf skin and kid, with good oak sole; A to D widths; sizes 7 1/2 to 9 1/2. Worth to \$10. Special. \$5.95

Beginning Tomorrow
On 2nd Floor

JANUARY

Beginning Tomorrow
On 2nd Floor

WHITE SALE



Now may all depleted wardrobes be fully replenished with the handsomest of white underwear and at prices that will make buying a pleasure. This sale has been delayed, awaiting the time when prices, in our opinion, would have reached their lowest point—we believe this time has arrived. And, mark you, the garments in these offerings are NOT of the cheap quality so often offered in "sales." These are the kind of garments that we offer to you the year 'round.

—this group 75c

Women's corset covers, bloomers and drawers, made of a very good quality of muslin. The trimmings are of sturdy lace and embroidery. In this offering are garments worth to \$1.25. 75c

—this group 95c

Women's envelope chemise, night gowns, corset covers, petticoats and drawers of good muslin. Also crepe bloomers; straight chemise of nainsook. All neatly trimmed. Values to \$1.75. 95c

—this group \$1.45

In this offering are pajamas, envelope chemise, gowns, button front and slip-over styles, petticoats, corset covers and drawers; materials are white and pink batiste and muslin. Values to \$2.50. \$1.45

—this group \$1.95

Women's bluebird crepe gowns and pajamas, envelope chemise, petticoats, princess slips, near silk bloomers; materials are the best of crepes and nainsook. Some hand trimmed, some lace trimmed. \$3.50 values. \$1.95

—this group \$2.45

The garments in this group are made of pink and white batiste and nainsook, some with trimmings of lace and many trimmed with hand embroidery. Gowns, pajamas, petticoats, envelope chemise, slips. \$4 values. \$2.45

—this group \$2.95

Here are handsome envelope chemise, button front and slip-over gowns, pajamas, princess slips and petticoats. The materials used are finest nainsook with fine lace trimmings. \$5 values. \$2.95

—this group \$2.45

Heavy crepe de chine and wash satins are used in the making of these envelope chemise which are made with the attractive bodice top and are trimmed with dainty ribbons and laces. \$4.50 values are. \$2.45

—this group \$3.95

Here are silk gowns in the popular empire styles. The fabrics are heavy crepe de chine and rich wash satins; the trimmings are of georgette crepe and of lace. These are \$6 values for. \$3.95

—this group \$2.95

This is a small assortment of the hand-made Philippine underwear. Envelope chemise done in those exquisite hand embroidered designs for which the natives of the Philippines are famous. \$3.50 values. \$2.95

—girls' panties

Please examine these panties for the little girls and tell us frankly if you could make them for the price. Sturdy muslin, lace and hemstitched trimmings. 65c values 45c; 95c values 75c; \$1.45 values 95c

—girls' princess slips

Here are princess slips for the girls of all ages. The muslin is of a good quality without dressing; trimmings are of lace and embroidery. Made in full sizes. \$1.50 values, 95c \$2 values, \$1.45; \$2.75 values. \$1.95

—girls' muslin gowns

Gowns for the girls of 4 to 14 years. Made of a very splendid quality of muslin. Both the front button and slip-over styles; trimmings of lace, embroidery, hemstitching. \$1.50 values 95c; \$2 values. \$1.45

—girls' combinations

These are the girls' combination suits with waist and pantie combined. It is a very good garment for summer wear. Made of stout muslin. For girls of 4 to 14 years. The usual \$1.75 values are. \$1.25

—girls' white dresses

Girls' dresses of white dimity, voile, fine organdie. High waist models, trimmed with attractive laces and Swiss embroidery; ribbon sashes. Some soiled. \$5 values, \$1.95; \$7.50 values, \$3.95; \$10 values. \$4.95

—white corsets

The prices that are being offered today on all of the best corsets are less than similar stock will cost later in the spring. Half price now for the very best of Gossards, Redforns, Warners. And lower priced styles at sharp reductions.

Wash Dresses For Girls and Women

Customers tell us that they buy these ready made dresses for less than the ordinary cost of the fabrics; that is to say nothing of the making.

Housedresses, \$2.95

Bungalow dresses and aprons in light and dark colored gingham and percale, wide belt, large pockets, trimmed with blue braid and rick rack, very neat models for housewifery. Our usual \$5 values. Special. \$2.95

Aprons, 75c

Women's kitchen aprons gathered and a band with the strings, made of best quality Amoskeag gingham. Usual \$1.00 values. Special 75c

Women's Kimonos, \$2.95

Women's flannel kimonos, in dark durable colors, empire style, with belt. Our usual values to \$5. Special. \$2.95

House Dresses, \$1.95

Qualit made dresses, made of strictly washable dark and light percale and gingham, straight line models with belt, collar and pockets. A splendid fitting garment. Our usual \$4 values. Special. \$1.95

Porch Dresses, \$4.95

Women's porch or neighborhood dresses, made of good quality gingham, trimmed with piquet collar and cuffs, with belt and sash, our usual values to \$10. Special \$4.95

Bungalow Aprons, \$1.75

Women's bungalow aprons made of splendid quality percale and gingham, chic styles, well made, neatly trimmed. Values to \$3. Special. \$1.75

School Middies, \$1.95

Girls' school middies, made of middle jeans, plain white and colored collars and cuffs. Size 8 to 22, the Bob Evans and Jack Tar lines. \$2.50 values. \$1.95

School Dresses, \$2.45

Girls' gingham school dresses, made of strictly washable gingham, high waist models, durable colors. Sizes 4 to 14 years. Values to \$3.50. Special. \$2.45

Sale of Tubs

Pre-war prices are here on galvanized tubs and buckets. A big lot of them will be ready for tomorrow's shoppers in the Downstairs store. \$2.75 galvanized tubs, in the No. 2 size, are now. \$1.49
\$2 galvanized tubs, in the No. 3 size, are now. \$1.29
60c galvanized buckets, in the 14-quart size. 45c
65c galvanized buckets, 12-quart size. 50c
75c galvanized buckets, 14-quart size. 59c

Two-Way Socket

Here's an electric socket that enables one to have two outlets from the same wire at one time. This is positively the best socket on the market. The best \$1.25 value 98c

Alcohol Stove

Here's the handiest little trick one can have about the house, an alcohol stove. 1 1/2-pint nickel plated covered pan, a folding stand to hold it, a liberal can of heat. All for. 39c

3 Pounds Crisco

A fresh stock of Crisco at a new low price, in the Downstairs store tomorrow. Crisco is the perfect cooking fat as most women already know. Full 3-pound cans, tomorrow. 69c

Warm Blankets At Sharp Reductions

In our opinion, the reductions now made here on blankets are lower than same qualities will be another season.

Crib Blankets

Cotton crib blankets, size 30x40, in plain white with colored border. These are splendid for wrapping the baby. Special. 48c

Sheet Blankets

Cotton double sheet blankets in size 60x76, in colors white, tan and gray. A splendid sheet blanket. \$3.75 values. Special, pair. \$2.45

Double Blankets

Cotton double sheet blankets in the 66x80 size. Colors white, tan and gray. These are the extra large size. \$4.95 values. Special, pair. \$3.95

Cotton Blankets

Cotton double sheet blankets, in size 70x80. Colors white, tan and gray. These are the extra large size. \$4.95 values. Special, pair. \$3.95

Woolnap Blankets

Woolnap double blankets in size 66x80, in assorted plaid colors. These are our \$8 values. Special, pair. \$6.45

Wool Blankets

Wool blankets in size 66x80. We have these in plain gray with border, also in assorted plaid colors. \$10.50 special. The pair. \$8.25

Beacon Blankets

Beacon double blankets in size 60x84. These are in the khaki color only. They are splendid for sleeping out of doors. \$12.50 values. Special. \$9.95

Wool Blankets

Wool blankets in size 70x80, in assorted plaid colors. These are heavy weight blankets. Our \$14.50 values. Special, the pair. \$10.95

Wool Blankets

Wool blankets in size 70x80 in assorted plaid colors; also in the heavier weight blankets. Our \$14.50 values. Special, the pair. \$12.50

All-Wool Blankets

All wool blankets in size 70x80 in Scotch plaid colors; also in the lighter plaid. Our \$19.50 values. Special, the pair. \$16.50

Laces-Ribbons

Lace Flouncings

Flouncing of shadow lace and net and fillet bands and fillet camisoles by yard. Cream and white, suitable for negligee and underwear. Values to \$2.00. 95c

All-Over Laces

All-over lace, Torchon and point laces, insertions, etc., suitable for underwear, dresses and neckwear. Values to \$1.00. Special. 19c

Torchon Laces

Linon Torchon edges, about one-half to an inch wide. Suitable for curtains, fancy work, scarfs, etc. Special, yard. 19c

Velvet Ribbons

Velvet ribbon, good quality silk velvet, from 1 to 2 1/2 inches wide in lavender, pink, blue, yellow, etc., suitable for trimming negligee-blouses, etc. Values to 75c. Special, yard. 19c

Taffeta Ribbons

Taffeta ribbon in floral patterns, in light colors, 6 inches wide, for sashes, hair bows, bags and camisoles. Values to \$1. 59c